## Course: On-Page SEO

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

### Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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## Syllabus on the Next Page ..

# TechnoMaster

## Since 2007, Making IT Experts & Products

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✳ Introduction – Digital Marketing

✳ Introduction - Search Engine Optimization

✳ Caching, Crawling & Indexing

✳ Google / Yahoo / Bing Algorithms

✳ Competitor Website Analysis

✳ Domain Name Registration

✳ Basics of Server Configurations & Settings

✳ File Names / Directories / Sub Domains

✳ HTML5 Tags

✳ CSS, Bootstrap (Mobile Friendly) Style Sheets

✳ Website Designing using Templates

✳ Basics of Canva

✳ Basics of Photoshop

✳ Blogger, WordPress

✳ Meta Tags, Title Tags, Head Tags, Fav icon

✳ Page Layout, Content Optimization

✳ Working of Robots.txt, Do-Follow Links

✳ Internal / External Linking

✳ Image Optimization

✳ YouTube Video Integration

✳ Google Map Integration on Webpages

✳ Google My Business (Google Local Seo)

✳ Social Media Plugins

Training by Industry Experts

Our Placement Website: **JobsNEAR.in**

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## Since 2007, Making IT Experts & Products

NESTSOFT

✳ Keyword Analysis / New Trends

✳ Google Search Operators

✳ Google Webmaster Tools

✳ Google Analytics

✳ Google Copyrights Verisign

✳ Payment Gateways

✳ Interactive / Dynamic Websites

✳ Live Chat Integrations on Websites

✳ Whatsapp Integrations on Websites

✳ Breadcrumbs using Schema.org

✳ W3 Standard HTML Validation

✳ 404, 403 Error Checking

✳ Plagiarism / Grammar / Spelling Checking

✳ URL Redirection / htaccess / Seo Friendly URL

✳ RSS Feeds, XML Sitemap

✳ On Page SEO Tools

✳ Web Hosting (FTP)

(Click on Course for more details)

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## - Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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